

POSTED BY DANISH SHEIKH

I AM GOING THROUGH AN
EVOLUTION AT THE MOMENT.

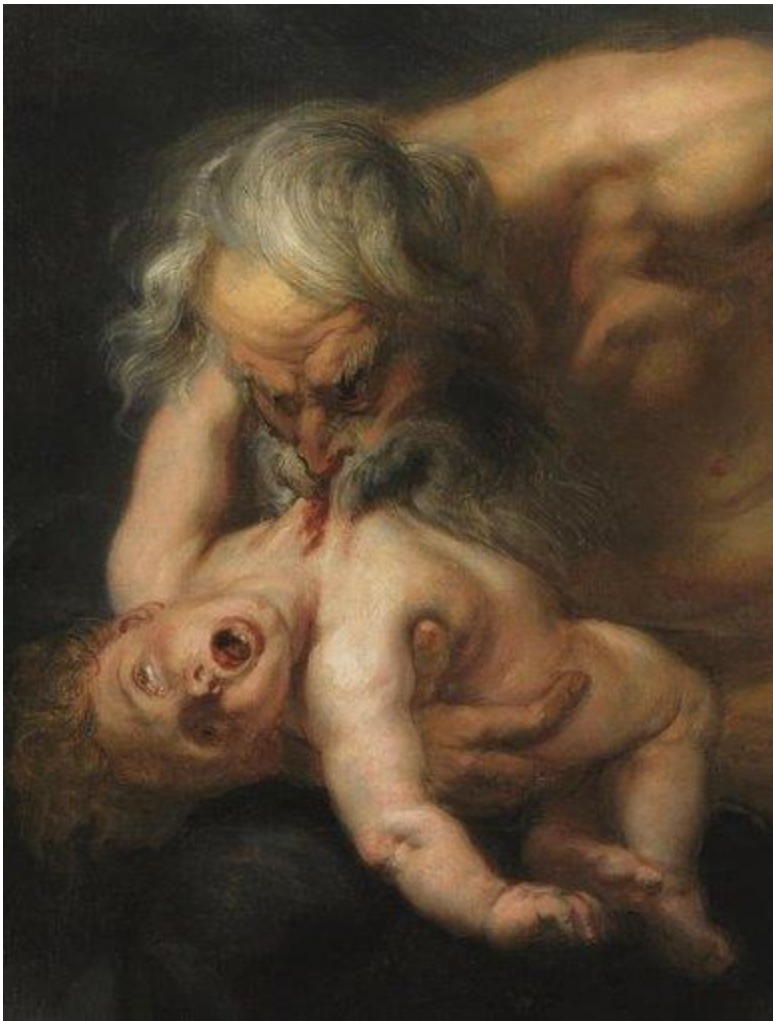
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My dear readers,

I am going through an evolution at the moment.

There has been a lot of stress on every level of my life lately.

And I have lost about a quarter of my hair in a short period of time. This has happened before.

Fortunately, they are growing back, I hope soon.

The others don't see it, but I do.

And also writing has become an incredible stress.

I didn't feel well anymore.

I've had regular attacks of high blood pressure while writing.

Pressure, right, I felt it as compulsion and pressure.

Felt like I was squeezed like a lemon.

The internet that doesn't forgive you if you don't deliver all the time.

The internet that doesn't honor when you write slow and deep.

It likes to show you masses of "morsels", always shortened, until at some point there are only memes with half a sentence left.

Each of these morsels stimulates the audience, which becomes more and more numb, whose dopamine production is less and less per "morsel".

Until the reader clicks faster and faster, literally falling asleep, like the white mice that were taught to get some sugar by pressing a button.

Eventually, the mice spent their time just pushing buttons.

And I, who want to write, to be read and seen, am supposed to offer the buttons.

Early on, I got into a flow state with each article and was happy and balanced when I was done.

But I love to give people what they like and need.

So shorter, more superficial, more spectacular it has to be.

So much so that I get depressed when I write - my real favorite thing.

I realized that it can't go on like this.

And I don't know if you have noticed a difference yet, because my answers are getting more researched again.

I've pretty much taken off on Quora English and have about 20 million Kliciks there every month.

And there, as in Germany and Italy, I hit a ceiling.

I can't reach more, if I do more, my views get downgraded.

Quora is not bigger than that.

I have now opened this space where I only write and post what is close to my heart.

Long researched, or very private, or just what is important to me.

And there were people who wrote to me and encouraged me to continue on this path.

One of the first subscribers to my space⁴ sent me an article that showed me I was doing as I so often do in life.

I have felt something as my own that takes place in the collective.

The article is titled *Has the Internet Reached the Peak of Click ability?* And I'm linking it below.

And the point there is that what I wish was already taking place.

After all, it's not just about how often and quickly something is clicked, but how much and for how long users interact with a piece of content.

First, the author refers to an article that predicts the death of the Internet (linked below)

Quote from it :

In the future - not the distant future, but ten, five years from now - people will remember the Internet as a brief, silly craze, like phrenology or the airship. They may still use computer networks to send an email or manage their bank accounts, but those networks won't be where culture or politics happens. The idea of spending all day on the Internet will seem as ridiculous to them as sitting in front of a nice fire and reading the phone book.

The author doesn't think it's very plausible, but

....it's entirely plausible that the Internet is losing its cool and its clickbait appeal. It definitely feels stale and formulaic with each passing month, and I'm not the only one who thinks so. If you look at the numbers, you'll see that engagement is down on the biggest platforms - and not by a small margin (as Sinatra would say).

The numbers don't lie, and Kriss serves them up here - summarizing the bad news for clicks and swipes:

The depletion is measurable and real. In 2020, there was a major, largely unnoticed shift in online behavior: Click hogs all went catatonic, fat tongues lolling in the dirt. On Facebook, the average engagement rate - the number of likes, comments and shares per follower - dropped 34%, from 0.086 to 0.057....But the same pattern is evident everywhere. Engagement dropped 28% on Instagram and 15% on Twitter. (It's continued to go downhill since then.) Even on TikTok, the scary brain hole of tomorrow, the

walls are closing in. By 2020, the average daily time spent on the app was increasing in line with the growing user base; since then, the number of users has been growing, but the app is taking up less and less time.

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